

# Sample Lender Comparison Matrix

This type of matrix could be used to objectively assign numerical values of 1-5 to each of the priority and performance criteria by which the lender is being evaluated. An overall performance score could then be derived by multiplying *School Priority* by *Performance* across all categories.

	Brand Recognition	Industry Experience	Focus on Student Loans	Market Share	Financial Stability	Pay Down of Default Fees	Interest Rate Reductions/Loan Credits	Ease of Earning/Retaining Benefits	Ability to Re-earn Rate Reductions	Recommends Free Aid and Federal Aid before Private Loans	Sells Loans	Servicing Remains with Originating Lender	Convenience of Call Center Hours	Experience/Knowledge/Friendliness of Customer Service Staff	Offers Combined Billing of Federal and Private Loans	Offers Deferment and Forbearance Counseling	Flexibility of Repayment Options	Repayment Counseling Tools	Breadth of Loan Consolidation Products	Debt Management/Default Counseling Prevention	Online Application Process	Online Account Management	Tech and Online Support Services	
<b>LENDER A</b>	<b>EXPERIENCE/LONGEVITY</b>					<b>VALUE/BORROWER BENEFITS</b>				<b>CUSTOMER SERVICE</b>					<b>REPAYMENT OPTIONS</b>					<b>TECHNOLOGY</b>				
<i>School Priority</i>	5	3	5	3	5	5	4	3	4	5	5	5	3	4	5	4	5	4	4	4	4	5	4	5
<i>Performance</i>	3	4	4	4	3	1	4	2	2	5	1	3	4	4	4	3	1	4	2	2	5	1	1	
<i>Weighted Score</i>	15	12	20	12	15	5	16	6	8	25	5	15	12	16	20	12	5	16	8	8	25	4	5	
<b>OVERALL SCORE</b>	<b>285</b>																							
<b>LENDER B</b>	<b>EXPERIENCE/LONGEVITY</b>					<b>VALUE/BORROWER BENEFITS</b>				<b>CUSTOMER SERVICE</b>					<b>REPAYMENT OPTIONS</b>					<b>TECHNOLOGY</b>				
<i>School Priority</i>	5	3	5	3	5	5	4	3	4	5	5	5	3	4	5	4	5	4	4	4	5	4	5	
<i>Performance</i>	3	1	2	2	2	5	1	4	4	4	4	3	1	4	2	2	5	1	2	3	4	4	5	
<i>Weighted Score</i>	15	3	10	6	10	25	4	12	16	20	20	15	3	16	10	8	25	4	8	12	20	16	25	
<b>OVERALL SCORE</b>	<b>303</b>																							
<b>LENDER C</b>	<b>EXPERIENCE/LONGEVITY</b>					<b>VALUE/BORROWER BENEFITS</b>				<b>CUSTOMER SERVICE</b>					<b>REPAYMENT OPTIONS</b>					<b>TECHNOLOGY</b>				
<i>School Priority</i>	5	3	5	3	5	5	4	3	4	5	5	5	3	4	5	4	5	4	4	4	5	4	5	
<i>Performance</i>	5	1	4	4	4	4	3	1	4	3	4	4	4	3	1	4	1	2	3	4	4	2	5	
<i>Weighted Score</i>	25	3	20	12	20	20	12	3	16	15	20	20	12	12	5	16	5	8	12	16	20	8	25	
<b>OVERALL SCORE</b>	<b>325</b>																							